

## **ON-DEMAND ACCESSIBILITY SERVICES**

### **ABSTRACT OF THE INVENTION**

[0052] An accessibility service tool providing accessibility services on demand for converting between content types and program product therefore. Media input, e.g., audio or audio/video is provided to a transformation and augmentation unit that determines from the media content what type of conversion is required and what service is being requested. An auction manager negotiates with service providers and selects one or more service provider for converting the input content into accessible content that is provided instead of or with the original content. Content conversion may be automatic or manual. Manual conversion may be used in background training for automatic conversion.